

RICOH

Sales Guide

Productive desktop solution to business needs



Aficio™ **SP 3500SF/SP 3510SF**

This sales guide is to be used by sales staff as a training aid. It is not a sales tool and should not be shared with Customers. Whilst care has been taken to ensure that the information provided in this guide is accurate, no liability will be accepted for errors or omissions.

1. Introduction



Productive desktop solution to business needs

Designed for business applications, Aficio SP 3500SF and SP 3510SF are versatile and productive desktop MFPs. Network ready, they can be shared by a small workgroup or used as a personal imaging solution. Immaculate black-and-white output is produced at a speed. High-quality print and copy facilities are augmented with fax and colour scanning.

With a tiny footprint - little larger than a sheet of A3 paper - Aficio SP 3500SF and SP 3510SF are space saving solutions which can be positioned on a desk or counter. The symmetrical design, rounded corners and two-tone styling give the MFPs a contemporary appearance. Functional areas such as the document feed, operation panel and delivery area are emphasised in black.

Given their compact design, the MFPs are surprisingly productive. Warming up in 30 seconds, they produce their first A4 page in less than 8 seconds and whip through continuous print at a speed of 28 A4 pages a minute. Meeting tender requirements, Aficio SP 3500SF and SP 3510SF offer a print resolution of 1200 x 1200 dpi.

The MFPs are equipped with 250 sheet frontloading paper tray and a 50 sheet active bypass, both of which will feed paperweights of 52 to 162 gsm. A second 250 sheet paper tray is offered as an option. Collated prints are delivered facedown to a 125 sheet output tray located at the front of the device. The paper trays and bypass sit within the machine's footprint, saving space.

Aficio SP 3500SF is configured for simplex printing and copying, and Aficio SP 3510SF is configured for duplex printing and copying. Aficio SP 3500SF has a 35 sheet ADF. Aficio SP 3510SF has a 50 sheet ARDF and an integral duplex. Both machines support 2-up and 4-up printing and copying. A shortcut on the control panel enables users to make one-touch ID card copies.

Aficio SP 3500SF and SP 3510SF can scan colour documents to email, ftp and USB memory. A USB card slot located at the front of the machine is easily accessed. The integrated fax provides G3 and Internet Fax facilities. Fax and e-mail addresses synchronise automatically with the LDAP server. A paperless fax feature simplifies the communication process by enabling outbound messages to be sent from PC.

2. Concept

Versatile MFPs

Aficio SP 3500SF and SP 3510SF will effortlessly meet all business imaging needs. They combine high-quality black-and-white printing and copying with fax communication and high-resolution colour scanning. Network ready, they can be shared by workgroup users. Aficio SP 3510SF is configured for double sided printing and copying.

Highly Productive

Proving that desktop devices needn't be a bottleneck to productivity, Aficio SP 3500SF and SP 3510SF are ready within 30 seconds of power up and will zip through long print runs at a speed of 28 A4 pages a minute. Urgent one-off prints and copies are produced in just 8 seconds. Configured with an optional second tray, the printer can produce up to 550 prints before paper needs replenishing.

Space Saving

Aficio SP 3500SF and SP 3510SF boast a footprint a little larger than a sheet of A3 paper. The paper tray and the bypass sit within the footprint of the machine and output is delivered to a space saving internal catch tray. With workgroup users sharing a single networked multifunctional device, Aficio SP 3500SF and SP 3510SF can replace multiple standalone devices.

Better Connected

Aficio SP 3500SF and SP 3510SF can be used in Windows, Mac, Linux and Citrix print environments. Network ready, they are equipped with ethernet and high speed USB 2.0 interfaces. The integrated fax provides G3 and Internet Fax facilities. Aficio SP 3500SF and SP 3510SF will scan colour documents to email, ftp and USB memory. Fax and email addresses synchronise automatically with the LDAP server.

Tender Winning Solutions

Aficio SP 3500SF and SP 3510SF are tender winning solutions. With specifications closely matched to major account requirements, and competitive pricing, Aficio SP 3500SF and SP 3510SF will tick most boxes. A 6.4k high yield all-in-one cartridge is available to help minimise running costs. @Remote support means that Aficio SP 3500SF and SP 3510SF can be managed effectively with minimum customer intervention.

Eco-Friendly

Eco-friendly print solutions, Aficio SP 3500SF and SP 3510SF will help minimise carbon emissions. Design innovations such as low melt toner, thinner fusing rollers and a smaller, more energy efficient CPU mean that they use less energy than other printers. In Energy Save Mode they consume just 0.01 kWh and will recover to full print mode in less than 10 seconds. SP3510SF also complies to Blue Angel Mark (BAM) and Energy Star requirements.



3. Overview

Highly Productive

- ◆ Ready in 30 seconds from power up
- ◆ Urgent one-off prints delivered in 8 seconds
- ◆ 28ppm black-and-white throughput
- ◆ 550 sheet paper capacity (with 2nd tray option)
- ◆ 35,000 print duty cycle

Versatile MPFs

- ◆ Networked for shared use
- ◆ Fast mono printing and copying
- ◆ Scan in full colour
- ◆ Communicate via fax
- ◆ Integral ARDF and duplex (Aficio SP 3510SF)

Space Saving

- ◆ Replace multiple single function devices
- ◆ Share device with workgroup users
- ◆ Tiny footprint (0.163m^2) releases space
- ◆ Space-saving internal delivery tray
- ◆ Front access to paper and toner

Better Connected

- ◆ Network ready
- ◆ Industry standard PCL and PS3 drivers
- ◆ Group 3 and Internet fax
- ◆ LDAP support
- ◆ Front USB slot

Tender Winning Solutions

- ◆ 1200 x 1200 dpi resolution
- ◆ Simplex and duplex versions
- ◆ Competitive sales pricing
- ◆ High yield 6.4k AIO reduces page cost
- ◆ LDAP and @remote support

Eco-friendly

- ◆ Low TEC (Total Energy Consumption)
- ◆ Low melt toner and thinner fusing rollers
- ◆ 0.01 kWh in energy saving mode
- ◆ Fast 10s recovery from ESM
- ◆ Integral duplex (Aficio SP 3510SF)

4. Positioning

Aficio SP 3500SF and SP 3510SF are positioned above Aficio SP 1200S and SP 1200SF in Ricoh's desktop black-and-white MFP range. Designed to meet personal and small workgroup document needs of business customers, the new A4 MFPs are well featured, competitively priced and easy to maintain. The feature set - 1200 dpi resolution, simplex/duplex versions, colour scanning, integral fax - is designed to meet tender requirements.

Advantages over Aficio SP 1200S and SP 1200SF include:

- ◆ Faster first page (8 seconds vs 10)
- ◆ More productive (28 pages a minute vs 22, 1680 pages an hour vs 1320)
- ◆ Better quality (1200 x 1200dpi vs 2400 x 600dpi)
- ◆ Wider duty cycle (35,000 page duty cycle vs 15,000)
- ◆ Greater capacity (250 + 50 sheets [std] and 500 + 50 sheets [max] vs 250 + 1)
- ◆ Duplex version (Aficio SP 3510SF is configured with an ARDF and duplex)
- ◆ Network ready (Aficio SP 1200S and SP 1200SF cannot be networked)
- ◆ PCL / PS3 printing (Aficio SP 3500SF and SP 3510SF are PCL/PS3 printers, SP 1200S is a GDI printer)
- ◆ Feed heavyweight media (52-162gsm from the main tray vs 60-105gsm)
- ◆ Faster fax (Aficio SP 3500SF and SP 3510SF provide an Internet fax facility)
- ◆ Service support (Aficio SP 3500SF and SP 3510SF support @Remote)
- ◆ High yield cartridge (2.5 k and 6.4 k AIO cartridges vs 2.6k)

5. Comparison with Predecessor

Aficio SP 3500SF and SP 3510SF replace Aficio SP 3400SF and SP 3410SF in Ricoh's desktop black-and-white MFP range. To meet tender requirements, the new models are configured differently to their predecessors. Both new models provide 4-in-1 functionality but Aficio SP 3500SF is designed to meet simplex requirements and Aficio SP 3510SF is designed to meet duplex requirements.

Advantages over Aficio SP 3400SF and SP 3410SF include:

- ◆ Pre-configured simplex and duplex versions (Aficio SP 3510SF has an ARDF and duplex)
- ◆ More durable (the target life has increased from 200k pages to 350k pages)
- ◆ Wider duty cycle (the peak volume rating has increased from 25k to 35k)
- ◆ Better quality (print resolution is improved from 1200 x 600 dpi to 1200 x 1200 dpi)
- ◆ Easier to use (a 2 line LCD has been replaced with a 4 line LCD simplifying operation)
- ◆ Duplex scanning (Aficio SP 3510SF has a ARDF and will scan and copy double sided originals)
- ◆ LDAP support (fax and email addresses synchronise automatically with the LDAP server)
- ◆ Internet Fax (communicating via internet protocols speeds fax communication)
- ◆ Paper-less receipt (inbound fax messages can be forwarded to email, improving security and reducing paper consumption)
- ◆ One-touch ID card copy (a one-touch button on the control panel simplifies ID card copying)
- ◆ High yield cartridge (a 6.4k all-in-one cartridge reduces the frequency with which consumables need replenishing)
- ◆ @Remote support (the new products can provide meter readings, consumable alerts and place automated service calls)
- ◆ Universal driver (Ricoh's universal print driver can be used with the new MFPs as well as other Ricoh devices)

The table compares the main features of Aficio SP 3500SF and SP 3510SF with those of their predecessors and those of other products in Ricoh desktop black-and-white MFP range.

		Aficio SP 1200S / SP 1200SF	Aficio SP 3400SF / SP 3410SF	Aficio SP 3500SF / SP 3510SF	Aficio SP 4400SF / SP 4410SF / SP 4420SF
Functionality	Copier Printer Fax Scanner	Std Std No/Std Std	Std Std Std Std	Std Std Std Std	Std Std No/Std/Std Std
Physical	Dimensions (WxDxH) Footprint Weight	428x397x305mm 0.170m ² 11 kg	420x397x442mm 0.167m ² 18 kg	420x397x442mm / 420x397x462mm 0.167m ² 17.5 / 19 kg	488x438x531mm 0.214m ² 22.7 kg
Performance	Warm-up Time First Print Speed Speed Duty Cycle	18 sec 10 sec 22 ppm 10,000	30 sec 8 sec 28 ppm 25,000	30 sec 8 sec 28 ppm 35,000	Instant 6.5 sec 38 ppm 80,000
Handling	Paper Supply (std/max) Std Paper Capacity Max Paper Capacity Paper Weights (tray/bypass) Duplex Document Feeder Finishing	2/2 250+1 sht bypass 251 sheets 60-105/60-163gsm Manual Std 35 sht ADF Electronic sort	2/3 250+50 sht bypass 550 sheets 52-162/52-162gsm Manual / Auto (1:1,1:2) Std 35 sht ADF / Std 50 sht ARDF Electronic sort	2/3 250+50 sht bypass 550 sheets 52-162/52-162gsm Manual / Auto (1:1,1:2,2:2,2:1) Std 35 sht ADF / Std 50 sht ARDF Electronic sort	2/3 250+50 sht bypass 850 sheets 60-90/60-163gsm Auto Duplex (1:1,1:2,2:2,2:1) Std 50 sht ARDF Electronic sort
Printing	Print Resolution PDL/PCL USB Interface Network Interface USB Direct print 2-in-1/4-in-1	2400 x 600 dpi GDI / PCL6, PS3 USB 2.0 None no Yes	1200 x 600 dpi PCL6, PS3 USB 2.0 Std Ethernet no Yes	1200 x 1200 dpi PCL6, PS3 USB 2.0 Std Ethernet no Yes	1200 x 1200 dpi PCL6, PS3 USB 2.0 Std Eth / Opt WiFi Yes Yes
Copying	Copy Resolution Control Panel Quantity Selector Zoom Range Preset Ratios	600 x 600 dpi Keypad + 2 line LCD 1-99 25 to 400 (1%) 5R & 3E	600 x 600 dpi Keypad + 2 line LCD 1-99 25 to 400 (1%) 4R & 4E	600 x 600 dpi Keypad + 4 line LCD 1-99 25 to 400 (1%) 4R & 4E	600 x 600 dpi Colour Touch-Screen 1-999 25 to 400 (1%) 4R & 4E
Fax	PC Fax Fax Compression Max TX Resolution Gray Scale/Halftones One Touch / Speed Dial	No MH/MR/MMR/JBIG 200 x 400 dpi 256 levels 20/50	Yes MH/MR/MMR 200 x 200 dpi 256 levels 20/50	Yes MH/MR/MMR/JBIG 200 x 200 dpi 256 levels 20/200	Yes MH/MR/MMR/JBIG 300 x 300 dpi 256 levels 500 (SP 4410SF) / 4000 (SP 4420SF)
Scanner	Type Scan Resolution (max) TWAIN Compatible Scan-to ...	Colour 600 x 2400 dpi Yes Not Applicable	Colour 1200 x 1200 dpi Yes USB, Email, Folder, FTP	Colour 1200 x 1200 dpi Yes USB, Email, Folder, FTP	Colour 600 x 600 dpi (mon) / 600 x 300 dpi (col) Yes USB, Email, Folder, FTP
Supplies	Yield (IEC19752)	2,600	2,500 / 5,000	2,500 / 6,400	18,000

6. Target Markets

According to InfoSource, more than 850,000 desktop black-and-white MFPs will be purchased in Western Europe in 2012. They will be used by homeworkers, individual business users and small workgroups of two or three people to meet desktop imaging needs. Customers will include small business, retail and service outlets, medium and large sized enterprises.

Many of the devices will be purchased under tender conditions by major account customers. Their needs are simple: compact multifunctional systems, configured to meet business needs, low total cost of ownership, productive performance and simple service management. Aficio SP 3500SF and SP 3510SF are perfectly positioned to meet these requirements.

Aficio™ SP 3500SF/SP 3510SF

Productive

- ◆ Compact, network ready MFPs
- ◆ Print, copy, scan and fax
- ◆ Simplex and duplex versions
- ◆ Productive performance
- ◆ Low total cost of ownership
- ◆ LDAP and @Remote support

Affordable



Home Workers
Workgroups
Small Businesses
Branch Offices
Retail and Service

Home Workers

- ◆ Professional imaging solution for home workers
- ◆ Versatile functionality meets all imaging needs
- ◆ High quality print onto corporate letterhead presents professional image
- ◆ Smart contemporary styling looks good in home office environment
- ◆ Colour scanning and fax provides the means to share information

Workgroup

- ◆ Shared use by small workgroup (2 to 3 employees)
- ◆ Compact design releases office space
- ◆ Meets workgroup imaging needs for printing and copying, fax and scanning
- ◆ Provides speed and productivity to meet demand of several users
- ◆ Reliable, non-stop performance maintains productivity

Small Business

- ◆ Personal or shared resource in small business (2 to 3 employees)
- ◆ Provides facility to print, copy, fax and scan
- ◆ Fast print speed and automated features will improve productivity
- ◆ Colour scanning facility provides means to archive hardcopy information
- ◆ Durable, maintenance-free design allows users to focus on core business

Branch Offices

- ◆ Branch offices of large organisations
- ◆ Personal or shared use by office staff (2 to 3 employees)
- ◆ Compact multifunctional solution for printing and copying, fax communication and scanning
- ◆ Colour scanning provides the means to share hardcopy information with head office
- ◆ Maintenance-free design, Universal Print Driver and @Remote support reduces IT burden

Retail and Service Sector

- ◆ Small office solution for imaging and communication
- ◆ Single device meets printing and copying, fax and scanning needs
- ◆ Compact design frees valuable retail space
- ◆ Simple automated features are easy to use
- ◆ Maintenance-free design and @Remote support reduces IT burden

7. Key Features

Aficio SP 3500SF and SP 3510SF - System		
Feature	Function	Customer Benefit
Compact design	Aficio SP 3500SF and SP 3510SF have a footprint of just 0.167m ² .	Release valuable office space.
Multifunctional	Single device will print, copy, scan and fax.	Replace single function devices, saving money and space.
Network ready	Connects to an ethernet network.	Workgroup users can share device, eliminating the need for more machines.
Four-line LCD	A four-line LCD on the control panel guides operation.	Simplifies setup and operation.
Push button controls	Alphanumeric keypad and buttons on the control panel are used to navigate features.	One touch selection of features simplifies operation.
USB port	Located at the front of the machine, the USB port is easily accessed.	Improves access as documents may be scanned to memory stick and taken away for rework.
ADF (Aficio SP 3500SF)	Feeds up to 35 originals for scanning.	Automates the scanning process, saving time.
ARDF (Aficio SP 3510SF)	Feeds and turns up to 50 originals for double sided scanning.	Save time by quickly scanning double sided documents.
Flat bed scanner	Lift the lid and scan books and photographs from the platen glass.	Increases versatility as non-standard documents are easily scanned.
Duplex (Aficio SP 3510SF)	Duplex tray facilitates double sided printing and copying.	Improves the appearance of documents and saves paper.
250 sheet paper tray	The 250 sheet paper tray will feed paperweights of 52 to 162gsm.	Feeds a wide variety of media.
Active bypass	The 50 sheet bypass will feed paperweights of 50 to 162gsm.	Multiple sheets of non-standard media (letterhead paper and envelopes) are fed automatically.

Optional paper tray	A second 250 sheet paper tray can be attached, increasing the maximum paper capacity to 550 sheets.	More paper and / or different stock can be held online. Reduces time wasted replenishing paper.
125 sheet delivery tray	Prints and copies are delivered facedown to an internal delivery tray.	Takes up no additional space. Users can collect print at their convenience.
Full front operation	The control panel, paper trays and consumables are accessed from the front of the machine.	Reduces space requirements and reduces downtime.
All-in-one cartridge	The all-in-one cartridge contains a drum and toner.	Minimal maintenance is required. Replacing the AIO cartridge ensures consistent image quality and reliable performance.
High yield cartridge	There is a choice of a standard yield 2.5k cartridge and a high yield 6.4k cartridge.	High yield cartridges need replacing less frequently, reducing downtime.
35k duty cycle	With a 35,000 page duty cycle, the new MFPs will reliably handle peaks in volume.	Copes easily with peaks in demand.

Aficio SP 3500SF and SP 3510SF - Printing		
Feature	Function	Customer Benefit
PCL6 / PS3 Drivers	PCL and PS3 are industry standard print drivers.	It is easy to print from Mac and PC.
1200 x 1200 dpi resolution	Excellent print quality with fine gradation and sharply defined characters.	Presents a professional impression.
Auto Paper Selection	The printer automatically selects paper from a tray which matches the specified paper size and orientation.	Eliminates the risk of work being printed onto the media.
Letterhead mode	Controls printing onto letterhead paper, ensuring print does not interfere with a pre-printed logo or masthead.	It is easy to print onto letterhead paper. There is no trial and error and no waste.
Duplex and N-Up printing	Documents can be printed double sided and tiled 2-up and 4-up.	Saves paper and speeds production of multipage documents.
Front cover sheet	Card or other special media can be set in a specified tray and selected as a front cover. The cover can be left blank or printed on.	Adding a cover improves the appearance of print.
Locked Print	Print is held at the printer until released by the originator entering a password at the control panel.	Safeguards document security and reduces waste.
Sub Paper Size Setting	If a 'letter' size job is printed, the MFP will automatically adjust the print area to print on A4 paper.	Eliminates delays and reduces waste.
Universal Print Driver	Supports Ricoh's Universal Print Driver, a common print driver compatible with different Ricoh print devices.	Improves access in Ricoh print environments as users do not need to load device specific drivers.

Aficio SP 3500SF and SP 3510SF - Scanning		
Feature	Function	Customer Benefit
Colour Scanner 	Aficio SP 3500SF and SP 3510SF will scan originals in full colour.	Capture, share and archive hardcopy information.
TWAIN Driver	The TWAIN driver allows computer-based scanning applications such as PageManager to initiate scanning.	Provides easy integration with common scanning applications.
Scan to Email	Documents can be scanned in colour and e-mailed directly to recipients.	Instantly share hardcopy documents.
Scan to Folder	Documents can be scanned in colour and sent directly to a network location such as a server or folder.	Provides the means to archive important documents in digital format.
LDAP support	Fax and email address books synchronise automatically with the mail server.	Addresses are selected at the control panel, saving time.
Scan to FTP	Documents can be scanned directly to an FTP server from where they can be accessed remotely using the file's unique web address.	Enables documents to be shared more easily with remote users, including those using different operating systems.
Scan to USB	There is a USB card reader located to the left of the control panel. Documents can be scanned directly to a USB memory stick.	Perfect for walk up environments. Improves document portability.

Aficio SP 3500SF and SP 3510SF - Copying		
Feature	Function	Customer Benefit
Scan Once, Copy Many	Copies are produced from memory.	Each copy is identical to the first. Originals can be filed whilst copies are produced.
Electronic sorting	Copies and prints are delivered in page order.	Saves time as document sets are collated ready for distribution.
Digital zoom	The MFPs have a 25 to 400% zoom. Standard enlargement and reduction ratios are easily selected.	Small images can be enlarged for easier reading.
Duplex copying	Aficio SP 3510SF has an ARDF and duplex which will turn paper for double-sided copying.	Saves paper as double sided originals can be presented as double sided copies.
ID Card Copy	There is a one touch ID card copy button on the control panel.	It is easy to make copies of ID cards.
N-Up copying	Two or more originals can be copied to a single sheet of paper.	Saves paper.

Aficio SP 3500SF and SP 3510SF - Fax		
Feature	Function	Customer Benefit
G3 fax	Aficio SP 3500SF and SP 3510SF are fully featured plain paper fax machines.	Improves versatility and reduces cost.
3 second transmission	Outbound fax messages are scanned in 5 seconds and transmitted in 3 seconds.	Faxes can be sent quickly, saving time and reducing line costs.
LDAP support	Fax and email address books synchronise automatically with the mail server.	Addresses are selected at the control panel, saving time.
Internet fax	Faxes can be transmitted to, and received from, other internet faxes using T.37 internet protocols.	Faster transmission speeds and lower transmission cost.
Book fax	Unlike many standalone fax machines, non-standard originals can be faxed directly from the platen glass.	It is easy to share bound documents, photographs and plans.
Paperless fax	Fax messages may be sent directly from PC without being printed.	Saves the operator time and reduces paper consumption.
Fax forwarding	Inbound messages can be forwarded to an e-mail address, alternative fax number or FTP location.	Improves confidentiality and ensures that important messages aren't missed.



Compact



Productive



Affordable



Friendly

8. Environment

Ricoh is committed to environmental conservation. From the design and manufacture of new products through to their everyday use and recycling at end-of-life, Ricoh develops products which limit environmental impact in every phase of their lifecycle.

Product Design

Ricoh products are designed to be energy-efficient at every stage of their life. We employ new technologies to save energy and use materials from renewable or recycled sources. Our new PxP™ toner is, for example, produced organically, reducing energy consumption in the manufacturing process by 30%.

Manufacturing

To ensure 100% of waste is recycled from all sites, zero-waste processes are in place. Major savings in resource usage have been added to achieve demanding company targets and reduce carbon footprint. Custom-built pre-configured models require less packaging and take up less space in transit.

Everyday Use

Ricoh products conserve energy, toner and paper in everyday use. Our Quick Start-Up (QSU) technology, for example, enables quick recovery from energy saving modes. Scan and duplex functions reduce paper consumption. Duplex is easy to select and duplex speeds match simplex speeds. This means more work is printed double-sided, saving paper.

End-of-Life Recycling

The basis for a sustainable society is the re-use and recycling of end-of-life products. Plastics are marked for identification and recycling at end-of-life. Collection processes maximize returns from the field. We meet and exceed all legislative requirements such as the Waste, Electrical and Electronic Equipment (WEEE) regulations.

Aficio SP 3500SF and SP 3510SF

The environmental advantages of using of Aficio SP 3500SF and SP 3510SF include ...

Aficio™ SP 3500SF/SP 3510SF

Compact design - saves space
Multifunctional - eliminates need for separate devices
Network ready – efficient sharing of resource
Duplex (Aficio SP 3510SF) - reduces paper consumption
Scanning - eliminates need for paper archive
Energy saver mode - minimises energy consumption
Quick recovery (10s) - Encourages use of energy saver mode
Low melt toner – requires less heat energy
Thinner heat rollers – uses heat energy more efficiently
High-yield cartridge - reduced packaging and transportation
Plastics - marked for easy identification
Compliant - BAM and Energy Star certification



9. Specifications and Volumes

		SP 3500SF	SP 3510SF
Functionality	Copier	Standard (mono)	
	Printer	Standard (mono)	
	Fax	Standard (mono)	
	Scanner	Standard (colour)	
Physical	Dimensions (WxDxH)	420x397x442mm	420x397x462mm
	Footprint		0.167m ²
	Weight	17,5 kg	19 kg
Performance	Warm-up Time	30 sec	
	First Print Speed	>8 sec	
	Speed	28 ppm	
	Duty Cycle	35,000	
Handling	Paper Supply (std/max)	2/3	
	Std Paper Capacity	250+50 sheet bypass	
	Max Paper Capacity	550 sheets	
	Paper Weights (tray/bypass)	52-162 / 52-162gsm	
	Duplex	Manual	Automatic (1:1,1:2,2:2,2:1)
	Document Feeder	35 sheet ADF	50 sheet ARDF
	Finishing		Electronic sort
Printing	Print Resolution	1200 x 1200 dpi	
	PDL/PCL	PCL6, PS3	
	USB Interface	High Speed USB 2.0	
	Network Interface	Std Ethernet	
	USB Direct print	No	
	2-in-1/4-in-1	Yes	
Copying	Copy Resolution	600 x 600 dpi	
	Control Panel	Keypad + LCD	
	Quantity Selector	1-99	
	Zoom Range	25 to 400 (1%)	
	Preset Ratios	4R & 4E	
Fax	PC Fax	Yes	
	Fax Compression	MH/MR/MMR/JBIG	
	Max TX Resolution	200 x 200 dpi	
	Gray Scale/Halftones	256 levels	
	One Touch / Speed Dial	20/200	
Scanner	Type	Colour	
	Scan Resolution (max)	1200 x 1200 dpi	
	TWAIN Compatible	Yes	
	Scan-to ...	USB, Email, Folder, FTP	
Supplies	Yield (ISO/IEC19752)	2,500 / 6,400	
Volumes	Average Monthly Volume	1,200 pages a month	
	Maximum Monthly Volume	3,300 pages a month	
	Monthly Duty Cycle	35,000 pages a month	
	Machine life	350k or 5 years whichever comes first	

10. Configuration

SP 3500SF	SP 3510SF
	
Standard	Standard
28ppm A4 print engine Mono copier Colour scanner G3 / internet fax 35 sheet ADF	28ppm A4 print engine Mono copier Colour scanner G3 / internet fax 50 sheet ARDF* Duplex*
Flat bed scanner 250 sheet paper tray 50 sheet bypass 125 sheet internal catch tray Front USB slot High Speed USB 2.0 interface Ethernet interface PCL and PS3 drivers Starter AIO cartridge (1500 page yield ^{*1})	Flat bed scanner 250 sheet paper tray 50 sheet bypass 125 sheet internal catch tray Front USB slot High Speed USB 2.0 interface Ethernet interface PCL and PS3 drivers Starter AIO cartridge (1500 page yield ^{*1})
*Step up features	
Options	Options
250 sheet front loading tray	250 sheet front loading tray
Consumables	Consumables
2.5k SY / 6.4k HY AIO cartridge ^{*1}	2.5k SY / 6.4k HY AIO cartridge ^{*1}

^{*1} Yield declared in accordance with ISO/IEC 19752

Machine EDP Codes - Aficio SP 3500SF and SP 3510SF				
Brand	Item	Product Name	EDP Code	Comment
Ricoh	Mainframe	Aficio SP 3500SF	406968	Includes operator instructions and 1,500 page starter kit ^{*1}
Ricoh	Mainframe	Aficio SP 3510SF	406972	Includes operator instructions and 1,000 page starter kit ^{*1}
NRG	Mainframe	SP 3500SF	406969	Includes operator instructions and 1,500 page starter kit ^{*1}
NRG	Mainframe	SP 3510SF	406973	Includes operator instructions and 1,500 page starter kit ^{*1}

Option EDP Codes - Aficio SP 3500SF and SP 3510SF				
Brand	Item	Product Name	EDP Code	Comment
Generic	Paper Feed Unit	Paper Feed Unit TK1080	406496	250 sheet paper tray

Consumable EDP Codes - Aficio SP 3500SF and SP 3510SF				
Brand	Item	Product Name	EDP Code	Comment
Ricoh	AIO Print Cartridge	Print Cartridge SP 3400XE	406990	Ricoh branded, 6,400 yield ^{*1}
Ricoh	AIO Print Cartridge	Print Cartridge SP 3400LE	406523	Ricoh branded, 2,500 yield ^{*1}
NRG	AIO Print Cartridge	Print Cartridge SP 3500XE	407066	NRG branded, 6,400 yield ^{*1}
NRG	AIO Print Cartridge	Print Cartridge SP 3400LE	406516	NRG branded, 2,500 yield ^{*1}

^{*1} Yield declared in accordance with ISO/IEC 19752

11. Competition

	Aficio SP 3500SF	Brother MFC-8380DN
Technology	Laser	Laser
Print speed (A4)	28 ppm	30 ppm
First page out	Less than 8 sec	Less than 8.5 sec
Duplex	Manual	Auto
Print resolution (max)	1.200 x 1.200 dpi	1.200 x 1.200 dpi
Printer languages	PCL6, PS3	PCL6, PS3
Memory (min/max)	128MB/128MB	64MB/576MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	442mm x 390mm x 443mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	Shared
Speed dials	200	300
Scan resolution (max)	19200 x 19200 dpi	19200 x 19200 dpi
Scan to		
E-mail	Yes	Yes
Folder	Yes	No
FTP	Yes	Yes
SMB	Yes	No
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	N/A
Document Feeder/Capacity	ADF/ 35 sheets	ADF/20 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheet/550 sheets
Paper size (min/max)	A6/A4	A6/A4
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	2000
Black yield	2,500/6,400	3,000/8,000
Average print volume (month)	1200	500 - 3500
Duty cycle	35,000 impressions	30,000 impressions

Ricoh Advantages

- Faster one-off prints and copies
- More memory for faster processing
- Smaller footprint
- ARDF for double sided throughput
- Wider duty cycle



	Aficio SP 3500SF	Canon i-SENSYS MF5840dn
Technology	Laser	Laser
Print speed (A4)	28 ppm	30 ppm
First page out	Less than 8 sec	8 sec
Duplex	Manual	Auto
Print resolution (max)	1.200 x 1.200 dpi	1.200 x 600 dpi
Printer languages	PCL6, PS3	PCL5/PCL6
Memory (min/max)	128MB/128MB	128MB/128MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	431mm x 390mm x 472mm
Fax types	Embedded, PC, paperless and internet fax	N/A
Fax memory (min/max)	Shared/100 pages	N/A
Speed dials	200	N/A
Scan resolution (max)	19200 x 19200 dpi	9600 x 9600 dpi
Scan to		
E-mail	Yes	Yes
Folder	Yes	No
FTP	Yes	No
SMB	Yes	Yes
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	N/A
Document Feeder/Capacity	ADF/ 35 sheets	ARDF/ 50 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheets/ 800 sheets
Paper size (min/max)	A6/A4	A6/A4
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	2100
Black yield	2,500/6,400	2,100/6,400
Average print volume (month)	1200	Info not available
Duty cycle	35,000 impressions	15,000 impressions

Ricoh Advantages

- More compact
- Fax functionality
- Wider duty cycle
- Better print resolution
- PS driver compatible



	Aficio SP 3510SF	Canon i-SENSYS MF6680dn
Technology	Laser	Laser
Print speed (A4)	28 ppm	30 ppm
First page out	Less than 8 sec	8 sec
Duplex	Auto	Auto
Print resolution (max)	1.200 x 1.200 dpi	1200 x 600 dpi
Printer languages	PCL6, PS3	UFR II LT, PCL 5e/6
Memory (min/max)	128MB/128MB	128MB/128MB
Dimensions (HxWxD)	462mm x 420mm x 397mm	464 mm x 450 mm x 472 mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	Shared
Speed dials	200	199
Scan resolution (max)	19200 x 19200 dpi	9600 x 9600 dpi
Scan to		
E-mail	Yes	Yes
Folder	Yes	No
FTP	Yes	No
SMB	Yes	Yes
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	N/A
Document Feeder/Capacity	ARDF/ 50 sheets	ARDF/ 50 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	500 sheets/ 1,050 sheets
Paper size (min/max)	A6/A4	A5/216 x 356
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	2300
Black yield	2,500/6,400	5000
Average print volume (month)	1200	Info not available
Duty cycle	35,000 impressions	20,000 impressions

Ricoh Advantages

- Better print resolution
- Higher yield cartridges
- Wider duty cycle
- More compact
- Enhanced scanning resolution



	Aficio SP 3500SF	Kyocera Mita FS-1130MFP
Technology	Laser	Laser
Print speed (A4)	28 ppm	30 ppm
First page out	Less than 8 sec	6.9 sec
Duplex	Manual	Auto
Print resolution (max)	1.200 x 1.200 dpi	1.200 x 1.200 dpi
Printer languages	PCL6, PS3	PCL5, PCL6, PS3
Memory (min/max)	128MB/128MB	256MB/768MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	448mm x 490mm x 430mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	Shared/256 pages
Speed dials	200	100
Scan resolution (max)	19200 x 19200 dpi	600 x 600 dpi
Scan to		
E-mail	Yes	Yes
Folder	Yes	Yes
FTP	Yes	Yes
SMB	Yes	Yes
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	N/A
Document Feeder/Capacity	ADF/ 35 sheets	ARDF/ 50 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheets/ 800 sheets
Paper size (min/max)	A6/A4	A6/A4
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	1000
Black yield	2,500/6,400	3000
Average print volume (month)	1200	2000
Duty cycle	35,000 impressions	20,000 impressions

Ricoh Advantages

- Smaller footprint
- Wider duty cycle
- Higher yield cartridges
- Enhanced scanning resolution



	Aficio SP 3500SF	Lexmark X264DN
Technology	Laser	Laser
Print speed (A4)	28 ppm	28 ppm
First page out	Less than 8 sec	Less than 8.5 sec
Duplex	Manual	Auto
Print resolution (max)	1,200 x 1,200 dpi	1,200 x 1,200 dpi
Printer languages	PCL6, PS3	PCL5, PCL6, PS3
Memory (min/max)	128MB/128MB	64MB/64MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	440mm x 428mm x 405mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	Shared
Speed dials	200	500
Scan resolution (max)	19200 x 19200 dpi	19200 x 19200 dpi
Scan to		
E-mail	Yes	Yes
Folder	Yes	No
FTP	Yes	Yes
SMB	Yes	No
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	Wireless 802.11g
Document Feeder/Capacity	ADF/ 35 sheets	ADF/ 50 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheets/ 800 sheets
Paper size (min/max)	A6/A4	A5/A4
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	1500
Black yield	2,500/6,400	3,500/9000
Average print volume (month)	1200	Info not available
Duty cycle	35,000 impressions	50,000 impressions

Ricoh Advantages

- Faster one-off prints and copies
- Double memory for fast processing
- More compact
- ARDF for double sided throughput



	Aficio SP 3500SF	Samsung SCX-4729FD
Technology	Laser	Laser
Print speed (A4)	28 ppm	28 ppm
First page out	Less than 8 sec	15 sec
Duplex	Manual	Auto
Print resolution (max)	1.200 x 1.200 dpi	1.200 x 1.200 dpi
Printer languages	PCL6, PS3	PCL5, PCL6, SPL
Memory (min/max)	128MB/128MB	128MB/128MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	384mm x 406mm x 338mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	Shared
Speed dials	200	200
Scan resolution (max)	19200 x 19200 dpi	1200 x 1200 dpi
Scan to		
E-mail	Yes	No
Folder	Yes	No
FTP	Yes	No
SMB	Yes	No
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	N/A
Document Feeder/Capacity	ADF/ 35 sheets	ADF/40 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheets/ 250 sheets
Paper size (min/max)	A6/A4	76.2 x 127/216 x 356
Paper output capacity (max)	125 sheets	120 sheets
Starter yield	1500	1000
Black yield	2,500/6,400	1,500/2,500
Average print volume (month)	1200	Info not available
Duty cycle	35,000 impressions	12,000 impressions

Ricoh Advantages

- Faster one-off prints and copies
- Higher yield cartridges
- ARDF for double sided throughput
- Wider duty cycle

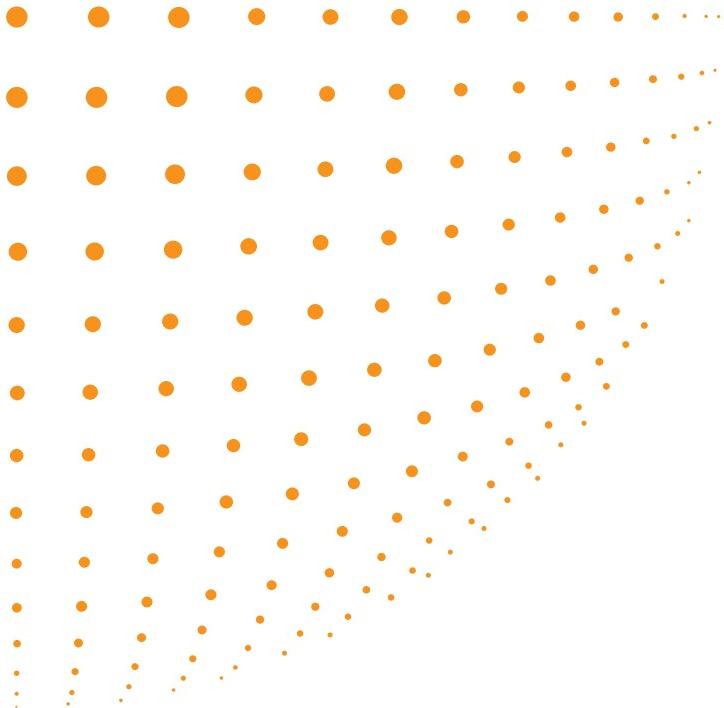


	Aficio SP 3500SF	Xerox WorkCentre 3210
Technology	Laser	Laser
Print speed (A4)	28 ppm	24 ppm
First page out	Less than 8 sec	11 sec
Duplex	Manual	Manual
Print resolution (max)	1.200 x 1.200 dpi	1.200 x 1.200 dpi
Printer languages	PCL6, PS3	PCL5/PCL6
Memory (min/max)	128MB/128MB	128MB/384MB
Dimensions (HxWxD)	442mm x 420mm x 397mm	395mm x 445mm x 411mm
Fax types	Embedded, PC, paperless and internet fax	Embedded fax, PC fax
Fax memory (min/max)	Shared/100 pages	4MB/4MB
Speed dials	200	200
Scan resolution (max)	19200 x 19200 dpi	4800 x 4800 dpi
Scan to		
E-mail	Yes	No
Folder	Yes	No
FTP	Yes	No
SMB	Yes	No
Interfaces		
Standard	USB 2.0, 10/100BaseTX	USB 2.0, 10/100BaseTX
Optional	N/A	Wireless 802.11b/g
Document Feeder/Capacity	ADF/ 35 sheets	ADF/ 50 sheets
Paper Capacity (min/max)	250 sheets/ 550 sheets	250 sheets/ 500 sheets
Paper size (min/max)	A6/A4	A6/A4
Paper output capacity (max)	125 sheets	150 sheets
Starter yield	1500	2300
Black yield	2,500/6,400	5000
Average print volume (month)	1200	Info not available
Duty cycle	35,000 impressions	30,000 impressions

Ricoh Advantages

- 17% more productive
- Wider duty cycle
- Faster warm up
- PS driver compatible
- More flexible scanning solution





RICOH

RICOH EUROPE (NETHERLANDS) B.V.
"Nieuw Kronenburg"
Prof. W.H. Keesomlaan 1
P.O. Box 114
1180 AC Amstelveen
The Netherlands

Tel.: +31 (0)20 54 74 111

Copyright © 2012 Ricoh Europe (Netherlands) BV. All rights reserved.
This brochure, its contents and/or layout may not be modified and/or
adapted, copied in part or in whole and/or incorporated into other works
without the prior written permission of Ricoh Europe (Netherlands) BV.

www.ricoh-europe.com